

AM Signal on FM Translators

WKYK AM, has been locally owned and operated by our family since 1969. WKYK is licensed to Burnsville, N. C. a town of 1900 in a county of 18,000 in the mountains of Western North Carolina. We serve primarily a rural area and make a difference in the lives of our listeners who depend on us for important information and local news, weather and community service. In this mountain area with winter snows and high winds, we are the source of vital information concerning school operation, road conditions and local emergencies.

Our family and small staff are highly integrated and involved in all aspects of the community. Our programming is chocked full of local news, sports, weather, interviews, public and community affairs and coverage of area events and happenings. Our files are full of letters from listeners and community leaders thanking us for the services we render. Like-wise, our walls contain many plaques of commendation. Years ago we borrowed money to add 250 watts directional nighttime service with four towers. At best our nighttime coverage is very limited and much of the population in the county can not hear us. The only complaint we get is "we can not hear you at night to get the information on schools, roads and weather that we need." The big full power FM signals coming in do not and can not provide this localized information.

We strongly support AM on FM translators. It is an idea whose time has come. It would make it possible for WKYK to provide locally relevant programming, high school sports, coverage of community meetings and activities at night, weather, school and road information and emergency (EANS) service to 70% of this county that we can not presently serve with our low power directional AM service. It would greatly enhance our local AM service to this community while helping us more effectively compete with the emerging technologies.

Because the public and our community would best be served by permitting this station to rebroadcast our signal via an FM translator within our regular daytime contours, we urge the FCC to permit AM on FM translators.

Sincerely

J. Ardell Sink, President/ Owner WKYK